



IBM

00M-246

IBM Smarter Commerce Sales Mastery Test v1

Answer: C

QUESTION: 45

Which of these provides visibility to the entire supply chain process so procurement, transportation, and warehousing personnel are all aware of order, shipment, and invoice status?

- A. Collaboration Network.
- B. Supply Chain Visibility.
- C. Transportation Management.
- D. Warehouse Management.

Answer: B

QUESTION: 46

Which of the following is an example of a Smarter Commerce offering in the Marketing phase of the commerce cycle?

- A. Unica
- B. Cross-channel campaign management.
- C. Customer segmentation.
- D. All of the above.

Answer: A

Reference:

[https://www-950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus/\\$file/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus.pdf](https://www-950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus/$file/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus.pdf)(page 8)

QUESTION: 47

What are Smarter Commerce 'Service' offerings focused on?

- A. Flawless service across all customer interactions to anticipate needs and maintain loyalty.
- B. Up-sell potential via call center interaction.
- C. Driving the customer to the call center sales channel.
- D. Integrating the supply chain in order to support the call center.

Answer: A

Reference:

[https://www-950.ibm.com/events/wwc/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus/\\$file/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus.pdf](https://www-950.ibm.com/events/wwc/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus/$file/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus.pdf)(page 6)

QUESTION: 48

Which one is the key driver that is central to the Smarter Commerce strategy?

- A. The empowered customer.
- B. The interconnected supplier network.
- C. The reduced impact of mass marketing.
- D. The need to drive optimization in the selling process.

Answer: A

Reference:

[https://www-950.ibm.com/events/wwc/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus/\\$file/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus.pdf](https://www-950.ibm.com/events/wwc/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus/$file/Smarter%20Commerce%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20Gerrit%20Bus.pdf)(page 2)

QUESTION: 49

Elements of a powerful self-service experience include all, EXCEPT one of the following: IBM 00M-246 Exam

- A. Create dynamic, engaging, web experiences.
- B. Improve loyalty by facilitating integration with social networks.
- C. Accommodate product returns, regardless of the context.
- D. Target the right experience, to the right user, via the right channel, at the right time.

Answer: C

QUESTION: 50

What are the key technology requirements for effective cross-channel, interactive, marketing?

- A. Customer awareness, central decisioning, cross-channel execution, enterprise marketing operations.
- B. Web browser, mobile applications, social platform, data mining.
- C. Unica, Coremetrics, SPSS, Cognos.
- D. eCommerce, POS, kiosk, call center.

Answer: B

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